

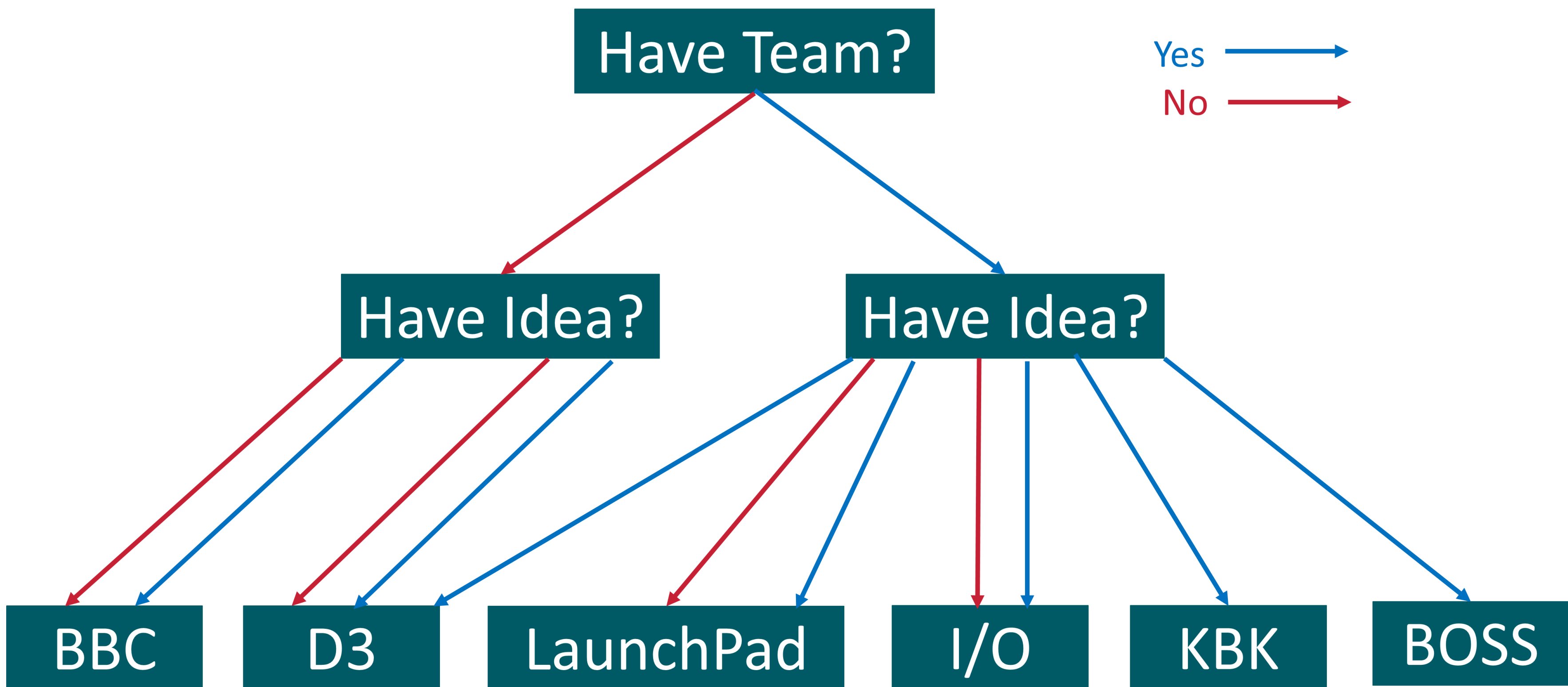
# Ohio State Entrepreneurship Road Map

## Motivation

Last year, an article was released on the cover of Forbes ranking the Top 10 Rising Cities for Startups [1]. Columbus was ranked number 1. During the same year, Business Insider ranked the Top 25 Colleges that Produce the Most Startup Founders [2]. Ohio State did not even make the list. I feel that this discrepancy is not due to the lack of quality of Ohio State students but more an artifact of the difficulty getting involved in the entrepreneurship scene as an Ohio State student. The goal of this project is to provide a roadmap to students that are looking to get involved in the entrepreneurship.



## Getting Started



## Service Startups

Advantages: more agile, freelancing opportunities  
Disadvantage: less creativity, liability protection needed (LLC)

## Product Startups

Advantages: company has value because of inventory, more tangible  
Disadvantages: initial cost, more difficult to pivot idea

## Funding Your Entrepreneurial Experience

Untied money is money that invested in a startup without an expectation of profit. Untied money is usually provided by government organizations for startups that could potentially benefit the community collectively.

USG Enrichment Grants STEP H&S Grants Innovation Studio

Tied money is where investors, usually venture capitalists, invest in a startup in exchange for a percentage of ownership in the startup. There is usually an expectation from the investor that the startup will create profit in the ensuing few years.

Rev1 Ventures Drive Capital Honda R&D Contrary Capital

## Thanks

I would like to thank Dr. Steve Bibyk for the guidance on the project and STEP for funding my experience.

## Citations

[1] K. Badenhausen, *Forbes*, "The top 10 rising cities for startups,"  
[2] S. Wolfe, *Business Insider*, "The top 25 colleges that produce the most startup founders,"

